

The Billboard

APRIL 13, 1957

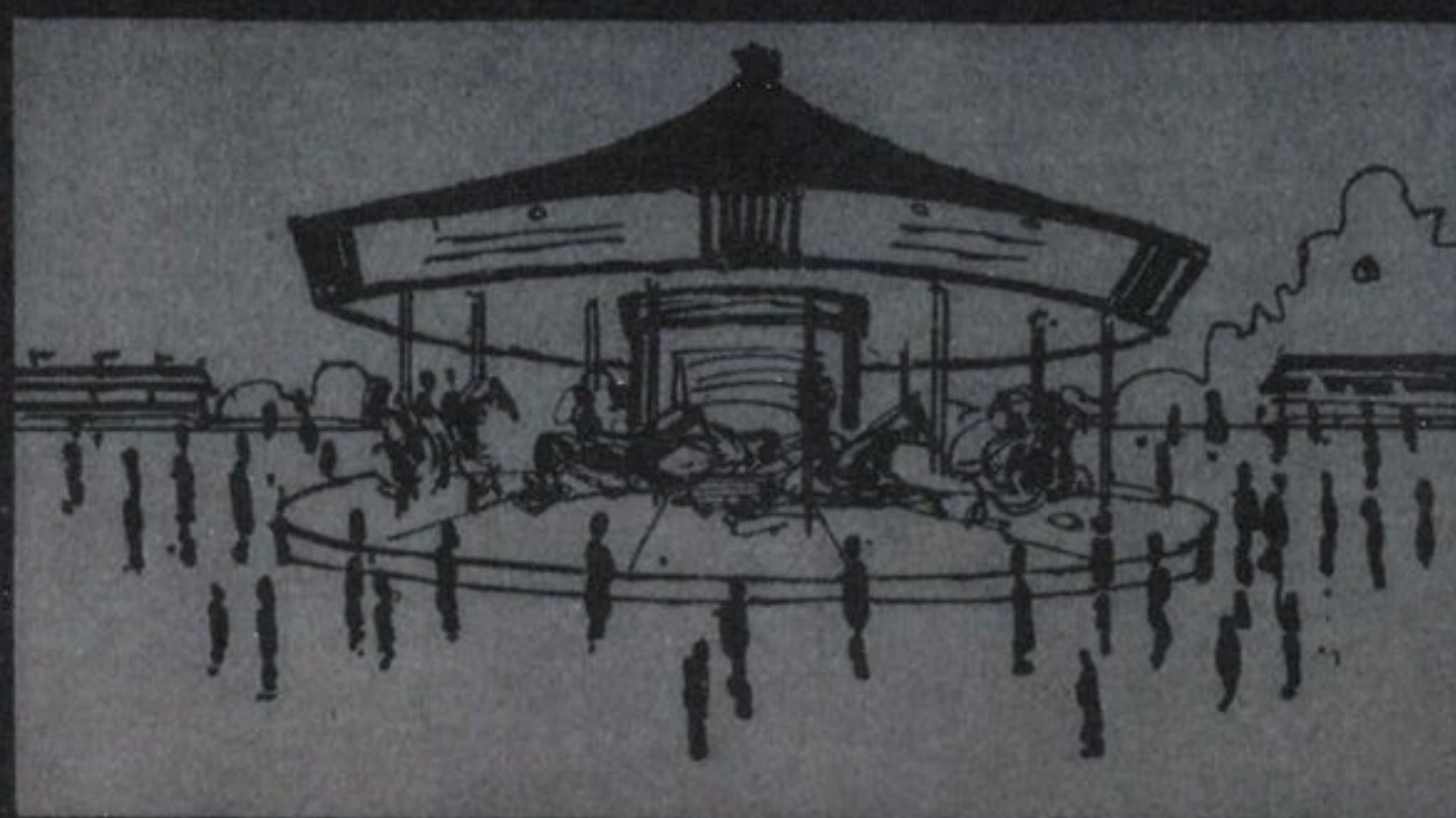
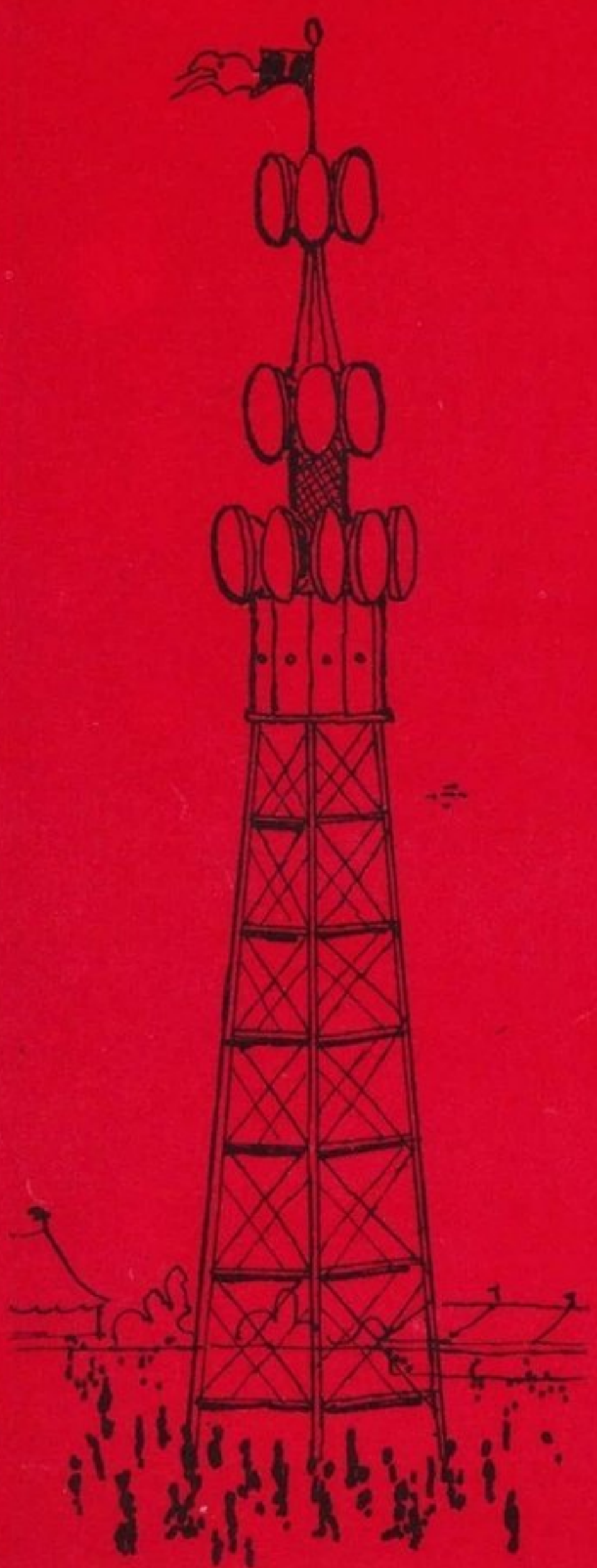
PRICE 35¢

SECTION TWO

Spring Special

featuring the 1957

outdoor amusement
directory issue



the Best merry-go-round you can buy

**ALLAN
HERSCHELL**



...and the Best miniature train you can buy



from one Dependable source...

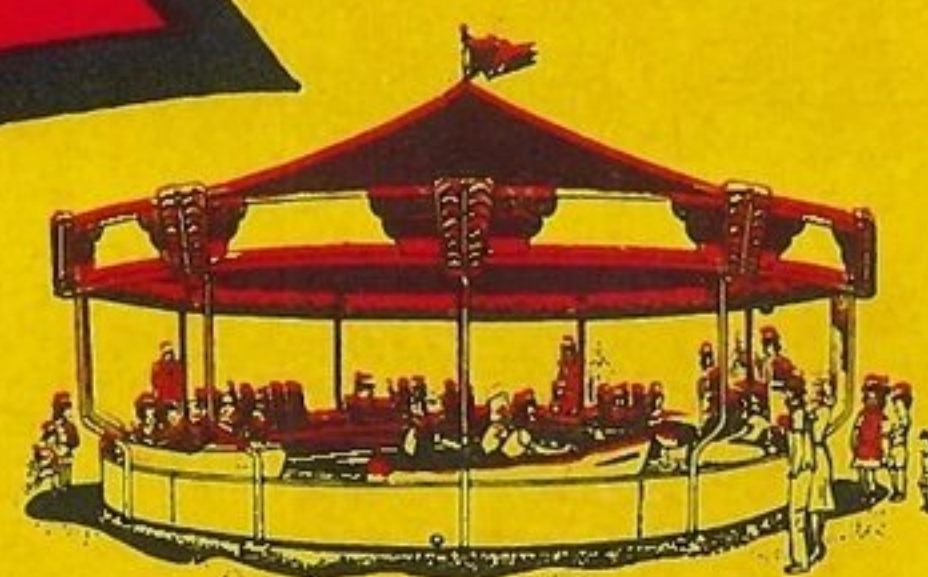
**ALLAN
HERSCHELL**

ALLAN HERSCHELL COMPANY, Inc., and MINIATURE TRAIN DIVISION
104 OLIVER ST. NORTH TONAWANDA, N. Y.

OUR POLICY for 77 years:
 to give you rides that are
 ★ BUILT BETTER
 ★ TO LAST LONGER
 ★ WITH LESS MAINTENANCE
Allan Herschell Co., Inc.



KIDDIE TANK RIDE



KIDDIE BOAT RIDE



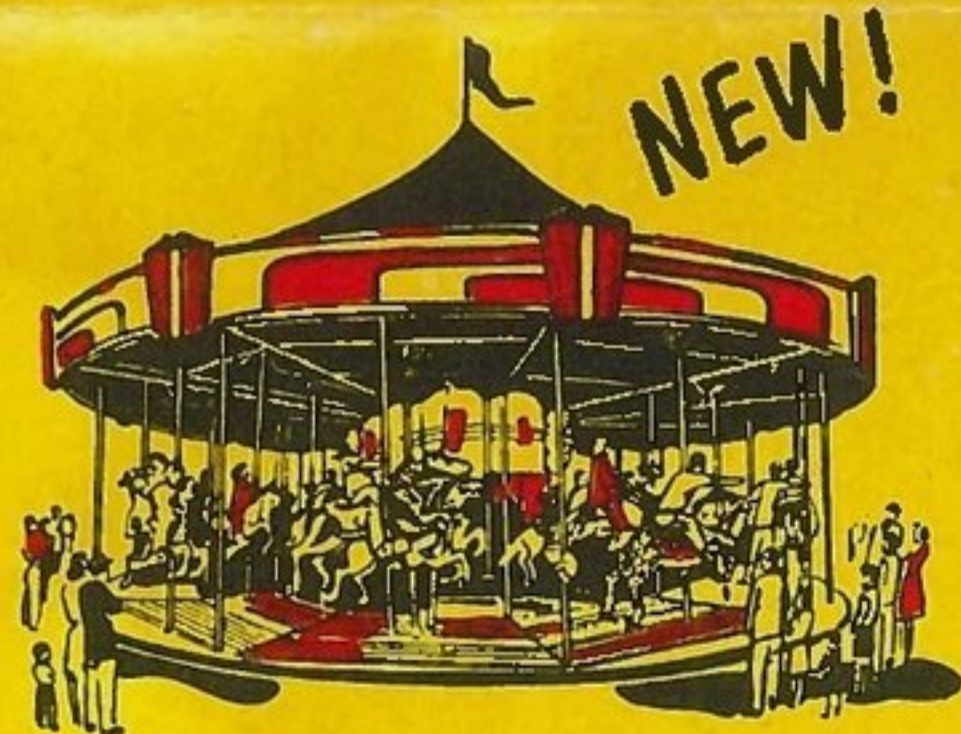
JOLLY CATERPILLAR



ROADWAY RIDE



NEW!
TWISTER



NEW!
MERRY-GO-ROUNDS



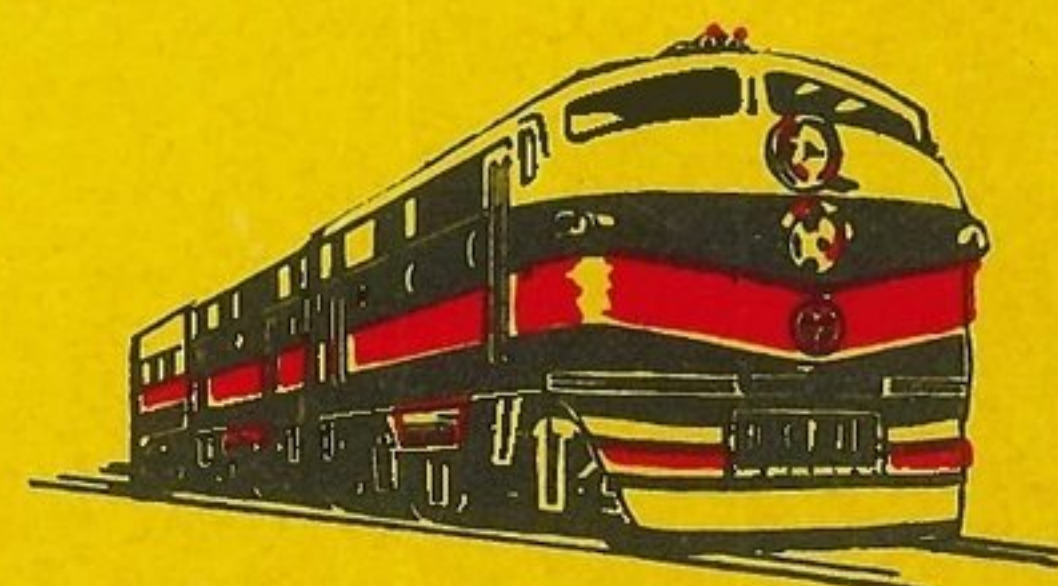
CATERPILLAR



KIDDIE AUTO RIDE



NEW!
ROLLER COASTER



MINIATURE TRAIN



SKY FIGHTER



KIDDIE BUGGY RIDE



NEW!
RODEO

*Best Investment You Can Make
 Is An Allan Herschell Amusement Ride*

**ALLAN
 HERSCHELL**
 COMPANY, INC.
 NORTH TONAWANDA, N. Y.

Kids Do Their Own Piloting In The

ALLAN HERSCHELL HELICOPTER RIDE



This ad by David E. Bradley Jr., designer and licensor. Patents applied for.

The kids get a kick out of this ride and the owners do also when they see the money rolling in from Allan Herschell's great new Helicopter Ride. In less than one year the Helicopter has become one of the top amusement rides, appealing to park and kiddieland operators and to carnival owners.

The following 22 have placed orders for this ride:

Mac Duberges, Toronto
Royal American Shows, Tampa
Playland Park, San Antonio, Tex.
Spring Lake Amusement Park,
Oklahoma City
Ward's Kiddieland, Coney Island
Playtown Park, Morton, Pa.
Art Fritz, Chicago
Capital Corporation, Houston, Tex.
Kiddieland Park, Rockford, Ill.
Olympic Park, Irvington, N. J.
Thomas Bros.' Shows, Lennox, S. D.

Euclid Beach Park, Cleveland
Hunt's Pier, Wildwood, N. J.
The Glen, Williamsville, N. Y.
Earl Purtle, Richmond, Va.
Milton Jensen, Independence, Mo.
Northfield Kiddie Park, North Randall, O.
Playland Park, Pensauken, N. J.
Olson Shows, Hot Springs, Ark.
Ed Sweet, Mooresville, N. C.
World of Mirth Shows, Richmond, Va.
Bernard Arent, Toronto

For Your Own PRIDE, PLEASURE and PROFIT—

A Complete Kiddieland by Allan Herschell

Kiddielands are a fascinating business. It is fun to entertain children and fun to make money. Now is the time to get ready for the boom in the birth rate. Write or phone for information on Allan Herschell's complete Kiddieland service . . . rides, accessories, layout and financing.



Merry-Go-Rounds • Miniature Trains • Boat • Auto • Portable Roller Coaster • Sky Fighter • Tank • Horse and Buggy • Jolly Caterpillar • Helicopter • Roadway Ride • Rodeo • Gasoline Sports Cars • Twister • 18-car Cat • Record Player • Records • Tapes • Ride Timers • Canvas

ALLAN HERSCHELL
Company, Inc.

104 OLIVER ST.
NORTH TONAWANDA, NEW YORK

FINANCE
PLAN
AVAILABLE